



7447 E. Indian School Road  
Scottsdale, AZ 85251

To: Mayor and Members of the City Council  
From: Kroy S. Ekblaw, Strategic Projects/Preserve Director *KE*  
Date: March 17, 2015  
Re: Desert Discovery Center Work Study Item for March 24

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This item on your work study agenda for March 24<sup>th</sup>, 2015 is scheduled for you to discuss and provide direction to staff regarding any future action related to the Desert Discovery Center concept.

Staff has prepared and attached:

**1. PowerPoint presentation which addresses the following:**

- *Review of past ideas and history*
- *Considerations for next steps*
- *Possible CC direction related to proceeding with the DDC concept including:*
  - *Location*
  - *Public funding*
    - *Capital improvements*
    - *Maintenance and operations costs*
  - *Issuance of a new Request for Qualifications*

In addition we have attached the following for further background information and history:

- 2. Summarized History of the DDC Concept**
- 3. McDowell Sonoran Conservancy – Resolution on a DDC**
- 4. McDowell Sonoran Preserve Commission - Recommendation to Council regarding DDC**

Staff from the City Attorney Office, City Treasurer Office, Community Services, Capital Projects, Tourism and the Preserve will be in attendance to answer any questions you may have during the meeting.



## **Summarized History of the Desert Discovery Center (DDC) Concept**

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### **Project History**

This narrative provides a summarized history of the DDC concept starting in the mid-1980's and ending with activity in May 2013. It is not all inclusive but does provide the project milestones and highlights.

#### **1980's - 2007**

In the mid 1980's Pinnacle Peak Partners Land developer Jerry Nelson and his wife Florence envisioned a Desert Interpretive Center which would tell the story of the plants and animals of the upper Sonoran Desert and done in a state-of-the-art interactive and visitor-friendly way. The site they had in mind was at Pinnacle Peak which could complement their nearby Troon and Troon North developments. The Nelson's retained local planner Betty Drake to manage the consultant team of Rhodes/Dahl of Monterey, California to do a programming study for the site at the base of Pinnacle Peak. This collaborative effort resulted in the Desert Discovery Museum & Pinnacle Peak Park study which was completed in 1986. A private fundraising effort was unsuccessful in raising money to build the interpretive facility.

Around the same time the city-sponsored Destination Attraction Study prepared by Economics Research Associates (ERA), San Francisco, CA 1988, proposed a "Hostile Environment" (working title) as a specialized attraction providing close-up views of the living creatures of the desert.

No action was taken on the Desert Discovery Center (DDC) concept until 1996 when the city's Tourism Development Program took interest in the project at the time. In 1997, staff did preliminary research and site analysis for the project and found that due to site constraints the Pinnacle Peak site might not be the best location for the proposed DDC facility.

Subsequently, in 1997, the city retained Langdon Wilson, Architects from Phoenix, Arizona and Museum Management Consultants, Inc. San Francisco, California, to prepare a preliminary feasibility study and concept plan for the DDC. The study was complete in September, 1999. A set of 11 criteria were used to evaluate and prioritize three possible sites and concluded that the proposed McDowell Sonoran Gateway Trailhead site be the focus of future analysis and planning as the preferred site for the DDC. The report also developed mission and vision statements and provided operative assumptions; facilities and programs; organizational structure, cost estimates, a three year operating budget and a fundraising study.

There was renewed interest in the DDC project in 2004 when a group of private citizens formed the Desert Discovery Center Committee. This private committee coordinated their effort with the City design of the Gateway trailhead building and site. In 2005 the City retained the services of the Nichols Tourism Group and Weddle Gilmore Architects to assist the private committee to review the concepts developed in the 1999 study and to validate key assumptions. The consultant update and refinement report was completed in 2006. The city's Financial Services Department augmented this study with a DDC Business Plan that provided assumptions on how the facility could function and estimated costs. This Business Plan also recommended that before going further with the DDC concept a comprehensive market analysis should be conducted. This recommendation was accepted by the City Council at a work study session on January 23, 2007. The City Council directed staff to work with a task force comprised of TDC and MSPC members to prepare a scope of work for what was to become the DDC Phase I study. The City Council authorized funding and initiated the Phase I consultant selection process on June 16, 2007.

Beginning in 2005, the city began the master planning process for the gateway trailhead site including the DDC. On September 18, 2007, the City Council approved a Municipal Use Master Plan for the Gateway Access Area to the Preserve (10-UP-2006). The narrative for the proposal identified the trailhead building/restrooms/storage, parking lot, trails and amphitheater as part of the Phase I improvements. Phase II included a Desert Discovery Center with approximately 15,000-20,000 sf of building area for interpretive center, support offices, café with outdoor dining terrace and a 400 seat outdoor amphitheater. Phase I improvements would be built and opened in May of 2009.

**Reference Documents:**

- Desert Discovery Museum & Pinnacle Peak Park – by Drake & Associates, 1986
- Destination Attraction Study – by Economics Research Associates, San Francisco, CA 1988
- Plan for the Proposed Desert Discovery Center - by Langdon Wilson, Phoenix AZ and Museum Management Consultants, Inc. San Francisco CA. 09/1999
- The Desert Discovery Center Concept Update and Market Refinement Report – by Nichols Tourism Group, April 2006
- Draft Desert Discovery Center Business Plan – by the city's Financial Services Department, October 2006
- City Council Report – Gateway Access Area to the Preserve (10-UP-2006) – Meeting Date September 18, 2007, Agenda Item #6

**Phase I – 2007-2009**

The DDC Phase I study was prepared by ConsultEcon, Inc. in association with Exhibit Design Associates. This study analyzed the potential viability of the project, included extensive public outreach and identified possible program concepts and themes and the desired size and scope. Once again the Gateway site was analyzed and recommended as the optimum location for the DDC facility. Phase I of the Desert Discovery Center (DDC) Feasibility study was completed in June 2008. On August 12, 2008 a joint meeting of the Tourism Development Commission (TDC) and the McDowell Sonoran Preserve Commission (MSPC) was held. The overall reaction to the consultant's work and process followed to complete Phase I was favorable. There was general acceptance of the Phase I study as a good foundation with solid concepts, ideas and recommendations for the next

phase of the project.

During this time there was a private-sector Desert Discovery Center Planning Committee led by Tom Silverman. It was disbanded in February 2009. Mr. Silverman proposed that the city once again lead the DDC planning effort. The Mayor, City Manager and Chairmen of the TDC and MSPC agreed with the proposal and supported the creation of the DDC Joint Subcommittee made up of four members, two each from the TDC and MSPC. This process is described further in Phase II below.

Reference Documents:

- Desert Discovery Center – Scottsdale, Prepared by: ConsultEcon, Inc. in Association with Exhibit Design Associates, June 2008  
<http://www.scottsdaleaz.gov/Assets/Public+Website/preserve/preserve+images/Desert+Discovery+Center+Report.pdf>

**Phase II – 2009-2010**

Based on direction from the City Council, TDC and MSPC a second and more detailed analysis phase was to be pursued. The “Phase II” of the analysis of the DDC was based on a consensus that the DDC would be a larger destination attraction facility and located on the site adjacent to the Gateway public access as conceptually shown on the approved Municipal Use Master Site Plan for the Gateway trailhead facility. A four member subcommittee was formed that included two members from the TDC and two members from the MSPC. On October 9, 2009, the City Council approved the creation of a new capital project “Desert Discovery Center” and authorized funding for the Phase II Feasibility Study. Subsequently, The DDC Phase II Design/Feasibility Study contract was awarded by the City Council on January 26, 2010 to the consultant team headed by Swaback Partners pllc. The six major contract tasks were:

1. DDC Concept Development/Programming
2. Market Survey, Concept Testing and Refinement
3. Preliminary Architectural Design
4. Preliminary Project Cost Estimates
5. Preliminary Business/ Marketing Plan and Budget
6. City Meetings

The conceptual design and exhibits were presented to the City Council on June 15, 2010. After that City Council meeting, the focus of the study moved to the operating cost estimates and the business and marketing plan. The draft information was provided to the DDC Subcommittee for review during their weekly meetings. On August 19, 2010, a TDC/MSPC joint meeting was held to review the draft DDC Phase II Feasibility Study. The Commission members were able to ask questions and provide additional information to the consultants. In addition, two Open House meetings were held on July 13, 2010 and September 9, 2010 to provide the public with the opportunity to view the DDC comments and provide feedback. The consultants used the comments received by all groups to further refine the feasibility study.

The report evaluated the feasibility of the proposed DDC located at the Gateway within the

McDowell Sonoran Preserve. Based on the location and design concepts presented, the general conclusion of the DDC Phase II Feasibility Study was that the DDC is a viable project with a high level of interest and support from potential users.

In addition to the consultant's study, the Subcommittee developed a DDC Work Program for the continuation of the project. The DDC Subcommittee key Work Program Initiatives are listed below.

1. Conduct a feasibility study to assess private funding capacity.
2. Request that the City Manager make available select city staff members to assist with identifying public/private funding options with advisory input from Boards and Commissions.
3. Establish a Phase III Committee to:
  - a. Recommend funding scenarios for the DDC;
  - b. Refine the Phase II study results, and;
  - c. Review and recommend the preferred business, operating and management model for the DDC.
4. Continue Public Outreach.
5. Consider ordinance amendments to accommodate the DDC on this site (Gateway).

The TDC and MSPC held a joint meeting on September 29, 2010 to review and vote on the DDC Phase II Feasibility Study and Recommendations/Work Program. The TDC voted unanimous approval. The MSPC vote was split 5-5 over concerns regarding the location of the DDC in the Preserve boundary and use of Preserve Tax and MSPC role in the Phase III study.

Due to their split vote the MSPC held another meeting on November 4th, 2010 to review and vote on the DDC Phase II Feasibility Study and Recommendations/Work Program. The MSPC suggested modifications to the work program supported by the TDC and voted to send an alternate proposal to the City Council.

Both options (the TDC and MSPC recommendations) for the DDC Phase II Feasibility Study and the DDC Recommendations and Work Program were presented to the City Council on November 9, 2010. At that meeting the City Council voted to approve Resolution No. 8469 accepting the DDC Phase II Feasibility Study and Recommendations (as recommended by the TDC) to move forward with the project. Funding was allocated to continue this effort in Phase III.

**Reference Documents:**

- **DDC Power Point presentation to City Council - June 15, 2010**  
**[http://www.scottsdaleaz.gov/Assets/Public+Website/preserve/preserve+images/Desert\\_Discovery\\_Center\\_Feasibility\\_Study\\_Phase\\_II\\_PowerPoint\\_11-09-10.pdf](http://www.scottsdaleaz.gov/Assets/Public+Website/preserve/preserve+images/Desert_Discovery_Center_Feasibility_Study_Phase_II_PowerPoint_11-09-10.pdf)**
- **DDC Phase II Feasibility Study, Prepared by Swaback Partners et al. – September 1, 2010**
  - **Sections 1 & 2 - Executive Summary and Process** (pdf/520kb/13pp)
  - **Section 3 - Concept Development** (pdf/5.7mb/60pp)
  - **Section 4 - Interpretive Exhibits** (pdf/238kb/28pp)
  - **Section 5 - Business Plan** (pdf/7.6mb/310pp)
  - **Section 6 - Probable Cost** (pdf/322kb/16pp)

- **Appendix** - A-G (pdf/14.7mb/158pp)
- Joint MSPC/TDC Meeting Minutes –Sept. 29, 2010
- MSPC Meeting Minutes – Nov. 4, 2010
- Supplemental Information to 11/9/10 City Council Report
- City Council Staff Report - November 9, 2010 /Resolution No. 8469 – November 9, 2010

### **Phase III – 2011- Present**

The Work Program approved with Phase II recommended that a new committee be formed to further study and review the feasibility of the project and provide recommendations to the City Council as follows:

1. An appropriate management model for the DDC;
2. A viable funding program for the DDC capital and operating costs;
3. Validation or refinements of the DDC Phase II Study business plan, site layout and concepts; and
4. An appropriate Land Use/Zoning option for the DDC site and proposed uses.

On December 13, 2010 the City Council adopted Resolution No. 8540 establishing the DDC Phase III Feasibility Committee. A five member committee was appointed based on relevant experience. The committee met regularly from May 2011 to February 2012. After extensive review and analysis the Phase III Feasibility Committee produced and approved: several Key Findings, a set of Recommendations regarding the four areas listed above and a Work Program to support the continuation of the DDC project. These results were provided to the City Council in a memo dated February 22, 2012.

In general the committee strongly supported the location, concept and vision of the DDC project as a premier education and tourism facility. They recommended that the DDC should be operated by a non-profit 501 (c) (3) organization. The ultimate success of the DDC will depend upon a highly qualified operator. Funding for the project will come from the public through a Bond and private sources. The city will fund the bulk of the capital cost with private sources funding any additional capital costs, operating and start-up costs. Fundraising will be a key component of the business plan to help cover annual operating costs. The committee recommended a modified business plan which contemplated lower attendance projections, revenues and associated operating budget. The DDC location was reviewed and analyzed in detail confirming the Gateway location but recommending the DDC site become a separate parcel within the Preserve to allow for the special activities required for the operation of the DDC facility.

The Phase III Feasibility Committee Work Program included the following actions:

1. Designate a staff leadership team to keep the DDC project moving forward;
2. Direct the staff team to initiate the RFP process to select a non-profit 501 (c) (3) operator;
3. Continue to evaluate funding potential and timing; and
4. Provide funding for the DDC project efforts for the next 2-3 years from the bed tax.

On March 27, 2012 the City Council held a study session to review the DDC Phase III Feasibility Committee recommendations and on April 3, 2012 the City Council approved Resolution No. 8998 accepting the Phase III Committee Recommendations and Work Program.

The DDC staff team worked throughout the summer of 2012 on preparing a Request For Qualifications (RFQ) to solicit responses for a non-profit operator. The RFQ was published on September 20, 2012 with a response deadline of November 28, 2012. No responses were received by the deadline date.

The DDC Phase III Feasibility Committee met through the Spring of 2013 to:

- Review the recent non-response to the RFQ
  - Consult with local non-profits to get feedback and insight on the RFQ
  - Evaluate options regarding the funding component
    - ✓ Include the feasibility of reducing the scope and/or size of the DDC
    - ✓ Evaluate phasing opportunities
  - Review possible alternative sites for the location of the project.

Specific to the alternative site analysis, at their final meeting on May 1, 2013, the Desert Discovery Center Phase III Committee accepted the DDC Site Location Analysis (dated 5/01/2013) and recommended the following:

1. Gateway location (site #6) is preferred site if DDC is to be located in the Preserve
2. 94th St. & Bell Rd. (site #2) and Pima Rd. & Dynamite Blvd (site #5) are preferred alternative sites if DDC is not to be located within the Preserve
3. City of Scottsdale/Staff should continue to seek potential partner(s) and an operator for the DDC

**Reference Documents:**

- City Council Work Study Meeting Staff Report – March 27, 2012  
<http://www.scottsdaleaz.gov/asset43434.aspx>
- Supplemental Information Memorandum dated March 20 2012
- City Council Staff Report – April 3, 2012/Resolution No. 8998 – April 3, 2012  
<http://www.scottsdaleaz.gov/Assets/Public+Website/council/2012/040312/Item20.PDF>
- Request for Proposals for Desert Discovery Center – September 2012
- Desert Discovery Center Site Location Analysis – Swaback Partners pllc/Consult Econ, Inc. – May 1, 2013

**MCDOWELL SONORAN CONSERVANCY**  
**RESOLUTION ON A DESERT DISCOVERY CENTER**

**BACKGROUND:**

1. The Conservancy's mission is to champion the sustainability of the McDowell Sonoran Preserve (the "Preserve") for the benefit of this and future generations. As stewards of the Preserve, we connect the community to the Preserve through education, research, advocacy, partnerships and safe, respectful access.
2. Over the past several years, numerous proposals have been raised by the community, the City of Scottsdale and various citizen groups to construct a desert discovery center on, or near, the Preserve.
3. After examining current proposals, speaking with all stakeholders and considering current options, the Board of the Conservancy has adopted the following position (the "Position") with regards to a desert discovery center:

**RESOLVED:** The McDowell Sonoran Conservancy believes that the City of Scottsdale, its businesses, its residents and its visitors could benefit from a desert discovery center located in, or near, its McDowell Sonoran Preserve. MSC recognizes that a center consistent with the purpose of the Preserve may be in line with the mission of MSC. MSC believes a desert discovery center should:

- respect the integrity of the Preserve and have a limited environmental impact;
- provide an important amenity for the hospitality and tourism industry; and
- reflect the community's financial resources to not only fund the construction of such a center but to finance the ongoing operational costs of such a center.

MSC looks forward to engaging with all interested parties, the City of Scottsdale, educational institutions, the tourism community, and community support groups to consider a center that encourages life-long



learning and an appreciation of the Preserve's value for this and future generations.

Most importantly, MSC remains fully committed to its core mission, to fulfilling its responsibilities under its agreement with the City of Scottsdale, and to its education and research activities in the Preserve.

FURTHER RESOLVED: The Chairman and the Executive Director of the Conservancy are hereby authorized to make, execute, acknowledge and deliver all statements and take all actions necessary to communicate the above Position.

FURTHER RESOLVED: Any prior positions or proposed resolutions that may have been taken or adopted by the Board of the Conservancy with regards to the desert discovery center are superceded in their entirety by the Position and are of no force or effect.

**From:** Ekblaw, Kroy  
**Sent:** Friday, March 06, 2015 2:34 PM  
**To:** City Council  
**Cc:** 'fred klein'; 'jim heitel (heitel.james@gmail.com)'; 'susan'; 'con2@headquarterswest.com'; 'Bob Frost'; 'milillo@cox.net'; 'jdm@dcmplaw.com'; Behring, Fritz; Washburn, Bruce; Nichols, Jeff; Murphy, Bill  
**Subject:** FW: MSPC Recommendation to Council regarding DDC

Mayor and Members of the Council,

Per the email below from the McDowell Sonoran Preserve Commission Chairman Jim Heitel, attached is a unanimous recommendation from the Commission regarding the DDC.

Please let me know if you have any questions, Thank You, Kroy

Kroy S. Ekblaw  
Preserve Director/Strategic Projects  
City of Scottsdale  
(480) 312-7064 - Office  
(602) 882-7064 - Mobile

**From:** jim heitel [<mailto:heitel.james@gmail.com>]  
**Sent:** Friday, March 06, 2015 11:34 AM  
**To:** Ekblaw, Kroy  
**Subject:** MSPC Recommendation to Council

Mayor Lane and City Council Members;

Re: March 24<sup>th</sup> 2015 Council Work Study Session on the Desert Discovery Center

At the regular meeting of the McDowell Sonoran Preserve Commission last night we discussed and passed the attached recommendation which highlights certain important concepts we believe will be critical to any eventual successful and publicly acceptable Sonoran Desert educational and awareness center. We hope you consider these important ideas and find them helpful.

Additionally should any of you have any further questions or require clarification on these issues please do not hesitate to call me. Alternatively I will endeavor to attend your work study session in the event I might provide some input should your desire that/

*Regards*

*Jim Heitel*

*Chairman  
McDowell Sonoran Preserve Commission  
602-301-3150*

**MCDOWELL SONORAN PRESERVE COMMISSION (MSPC)**

**RECOMMENDATIONS REGARDING FUTURE SONORAN DESERT  
EDUCATIONAL/AWARENESS FACILITIES IN THE PRESERVE**

Approved 7-0 at the March 5<sup>th</sup>, 2015 MSPC meeting

With discussions being proposed for the council to consider in a March 24, 2015 work study session, and ultimately determine a direction to proceed with regards to some type of "desert awareness or discovery center"; should a determination be made to continue investigation into the creation of an acceptable and feasible center and that center is to be located at the Gateway or on other Preserve lands; MSPC makes the following recommendations to the City Council:

1. In order to develop any successful center it is critical we learn from the past and not exclude, but rather, engage all stake holders. MSPC should play an integral role in its mandated role as the "citizen's oversight committee".
2. No revenues from Preserve sales taxes should be used for planning, construction, maintenance or operation of the facility. Any facility should stand on its own financially with regards to operations and maintenance.
3. Adhere strictly to the current Preserve Ordinance regarding uses, philosophy and operation and remain consistent with the "Gateway to the Preserve" concept as described in the Access Area Report approved by the MSPC in March, 1999 and amended in December, 2010 and approved by City Council in October 2011.
4. Most importantly, any installation that celebrates the desert also should respect it and the reasons for the creation of the Preserve.

**CITY COUNCIL  
WORK STUDY SESSION**

**MARCH 24, 2015**

Desert Discovery Center

# Presentation Overview

- ▣ Review of past ideas and history
- ▣ Considerations for next steps
- ▣ CC direction
  - DDC - yes or no to proceed
    - ▣ If yes what are next expected steps:
      - Location
      - Public funding
        - Capital improvements
        - Maintenance and operations costs
      - Issue new Request For Qualifications (RFQ)
      - Other input

# History - Timeframe

## Early Ideas

- 1985 - Florence and Jerry Nelson - Troon North/Estancia Zoning case
- 1986-1999 - Private and COS studies
- ❖ 1990's - Preserve Concept develops and gains support

## Renewed Interest

- 2004 - Private Citizens Committee
- 2005 - COS study by Nichols Tourism Group & Weddle Gilmore Arch.
  - ✓ 2006 - COS Financial Services - Business plan
- 2007 - COS - Preserve Gateway Trailhead Approval (phase 2 - DDC)

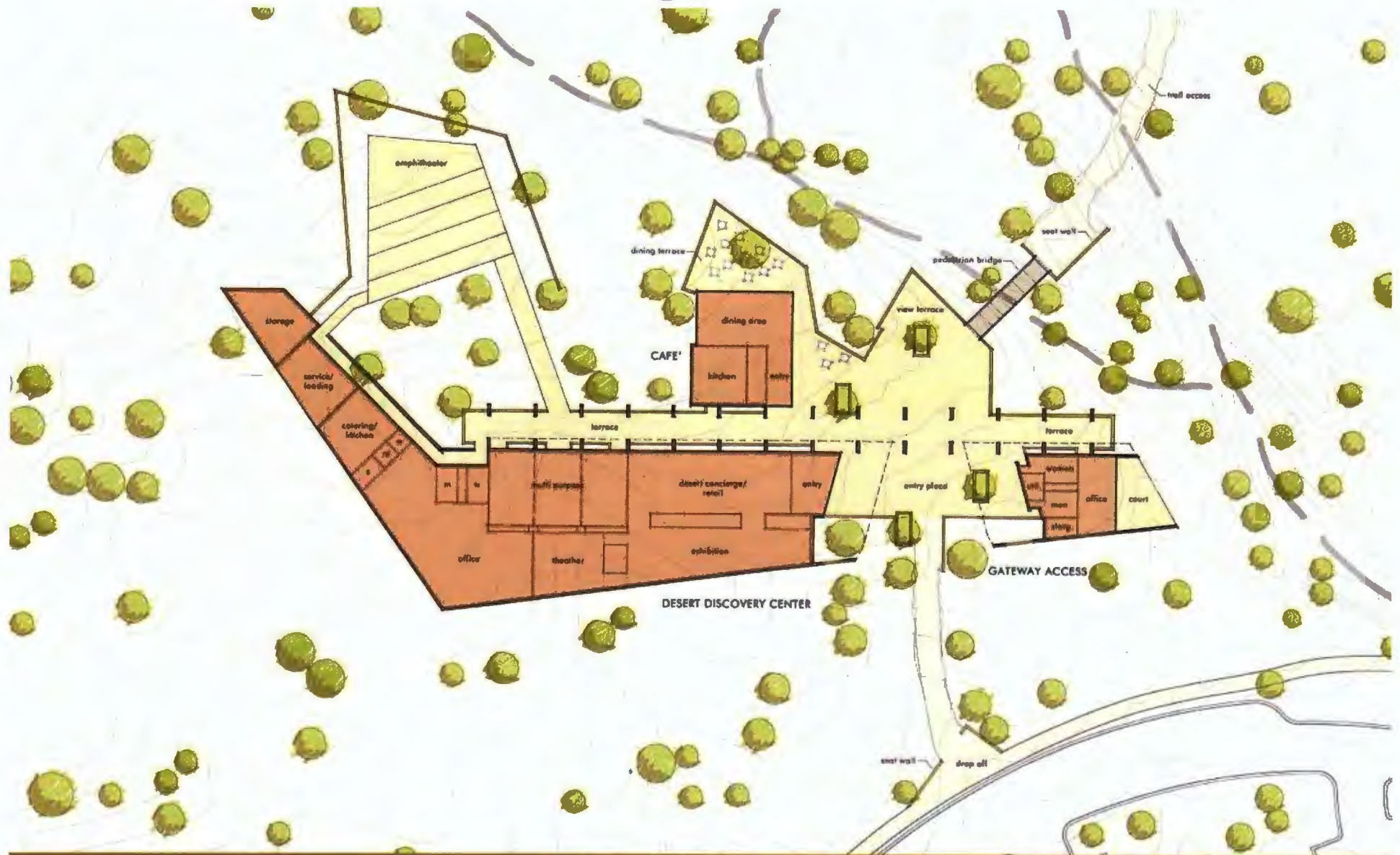
## Detailed Analysis

- 2008 - DDC Phase I Feasibility Study completed
- 2010 - DDC Phase II Feasibility Study accepted by CC
- March 2012 - DDC Phase III Feasibility Committee report to CC
  - ✓ September 2012 - Request for Qualifications (RFQ) for the DDC Concept - no response
  - ✓ May 2013 - DDC Phase III Feasibility Committee - Site Location Analysis

# History - What is the DDC?

- ▣ Range of past concepts/studies
  - Simple visitor center
    - ▣ Limited tourism appeal
  - Large destination education facility
    - ▣ Regional/national/international appeal
  - Recent interest - enhance Research/Education
    - ▣ Appeal to potential Private Financial Donors
- ▣ What should it be?
  - Key input issue for operator/donor

# 2007 Gateway and DDC Plan





# 2010 – Existing Gateway TH with DDC



## DDC Evolving Conceptual Plan

DDC Phase III

Swaback Partners | City of Scottsdale: Desert Discovery Center

# History - DDC Location?

- ▣ Original concept started with Pinnacle Peak
- ▣ Concept evolved in late 1990's to focus on the Gateway Trailhead
  - In or out of Preserve,
  - Possible environmental concern if in Preserve and proposing "intense" uses in conflict with Ordinance
- ▣ Other locations?
  - COS 80 acres in Bell rd. tourism corridor?
  - Downtown?
- ▣ Key input issue for operator/donor



# Gateway Location



# History – Estimated Costs

- ▣ Ranged with variety of concepts:
  - \$3-5M - Early estimates
  - \$15-30M - Estimates from late 1990's to mid 2000's
  - Up to \$74M – Estimate from 2010 – Phase II report
    - ▣ Most estimates do not include a cost for land

# History - Funding Ideas

- ▣ What portion of capital costs should be public
  - Input from Phase III committee suggested:
    - 2/3 Public funds
    - 1/3 Private funds
- ▣ What funding options have been considered?
  - City excise tax - General fund commitment,
  - New sales tax -requires voter support,
  - New bond funding - GO or MPC,
    - Repayment options may require vote,
  - Existing Bed tax - TDC support and CC approval,
  - Existing Preserve tax (MSPC, TDC and CC - No),
  - Private (donors), etc.
  - Combination of above?

# History – Who Operates and Pays

- ▣ Maintenance
- ▣ Staffing
- ▣ Utilities, etc.

- Phase II report projections identify  
    yearly operating deficit from \$1-3M/yr
  - Requires yearly fundraising
  - or General fund commitment?

Phase III committee recommended all daily operations should be through a Private Non-Profit Operator

- Public funds only for major maintenance replacement
- Private funds for all daily operations, staffing and maintenance

# History - Zoning/Land Use

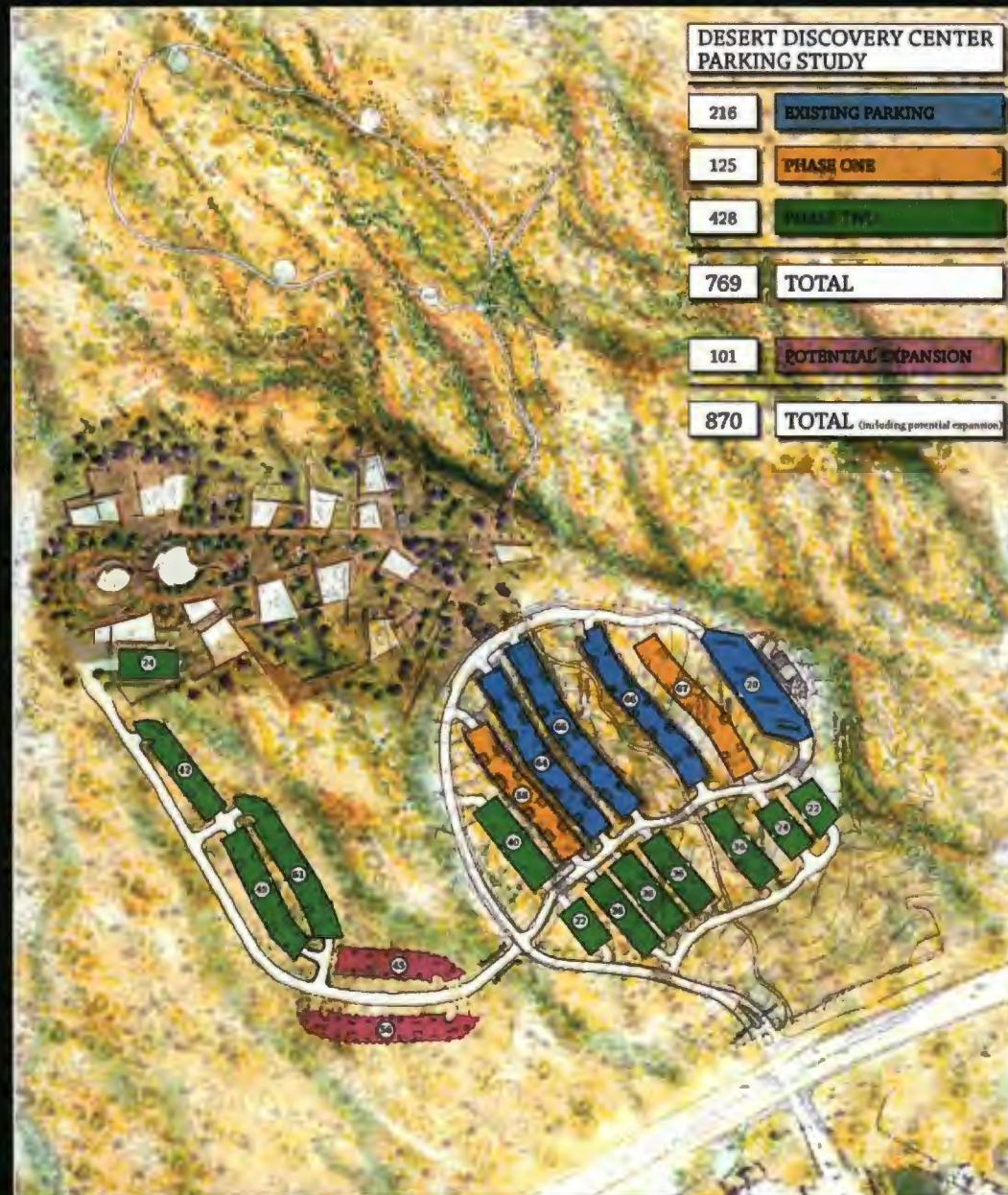
- ▣ Approval process - dependent on location and what uses are actually proposed
- ▣ Gateway TH – 9/18/2007 CC approval:
  - ▣ Municipal Use Master Site Plan (10-UP-2006):
    - Gateway Trailhead (phase I) – completed
    - Site Plan included a DDC concept – (15, 000-20,000sf) – not built
    - Development is required to conform to site plan
      - Any significant change shall be subject to Planning Commission and City Council Public Hearings
- ▣ Other locations - would depend on where and what is proposed:
  - Likely need a Municipal Use Master Site Plan Approval



# 2007 – Gateway Trailhead Approval







# DDC Conceptual Parking Plan

DDC Phase III

# History - Preserve Ordinance

- ▣ If DDC is to be in Preserve
  - Could conflict with Preserve Ordinance
    - ▣ Dependent on details
    - ▣ Activity/lease/commitment of land
  - Amend Preserve Ordinance?
    - ▣ Option to create exception or bubble within the ordinance
      - Alcohol – No consumption of liquor (Beer by permit)
      - Food and merchandise – No sale of food, beverage or merchandise
      - Hours of operation – Open from sunrise to sunset
      - Event operations – Permits required for special events
      - Other?
  - Option to remove DDC site from Preserve designation?
    - ▣ Charter would require public vote for 6 plus acres

# History - Public Funds/Process

- ▣ Design and Construction
  - Project using tax dollars and on City land will require
    - ▣ Public procurement process
- ▣ Contract for management functions, responsibilities, operating costs, etc.
- ▣ Profit vs. Non-Profit – fundraising required

# CC Direction - Overview

- ▣ **Staff seeking CC direction**
  - **DDC - yes or no to proceed**
    - ▣ **Yes - what are next expected steps:**
      - Location
      - Public funding
        - Capital improvements
        - Maintenance and operations costs
      - Issue new Request For Qualifications (RFQ)
      - Other input

# CC Direction - Proceed?

- ▣ DDC Yes or no?

- No - no further action required DDC concept(s) will not be pursued.
- Yes - need direction on the following:

# **CC Direction - Location**

## **▣ Location**

### **1 - Gateway Trailhead**

#### **➤ In Preserve**

### **1.a. - Gateway Trailhead**

#### **➤ Remove land from Preserve**

### **2 - Or alternate locations outside of Preserve**

- 80 acres of COS land north of Bell road and 94th Street**
- Other ?**



# Gateway and 80 acres Location





# CC Direction – Public Funding

- ▣ Capital costs (\$3-75M)
  - 1 - No public funding or;
  - 2 - Yes to some public funding:
    - ▣ How much?
      - 25% public
      - 50% public
      - 75% public
      - 100% public
      - Other %



# CC Direction – Public Funding

## ▣ Capital Costs (\$3-75M)

### ▣ From what options for funding source(s)

1. General fund, (Yes) (No)
2. New sales tax, (Yes) (No) - Public Vote Required
3. New bond,

#### ➤ Repayment Source

- A. General Fund (Yes) (No)
  - B. Existing Bed Tax (Yes) (No)
  - C. Property Tax (Yes) (No) - Public Vote Required
4. Existing bed tax, (Yes) (No)
  5. Existing preserve tax, (Yes) (No)
  6. Other?(what?)

# CC Direction – Public Funding

## ▣ Operational costs (\$1-3M/year)

1 - No public funds or

2 - Yes to public funds for maintenance and operations:

A. How much?

1) Only maintenance of major elements(a/c, paving, exterior walls, roof, etc.

2) 50%

3) Full yearly costs?

4) Other %

B. Source of Public Funding

1) General Fund or other - long-term maintenance for facilities

2) General Fund or other – daily maintenance and operations

# CC Direction – New RFQ

**Issue a new Request For Qualifications (RFQ) for interested parties?**

**- Phased RFQ - with required deadlines / benchmarks**

**1) Explain their vision for:**

- What it should be;
- How to Plan it;
- How to locate it,
- How to fund it;
- Design and Phase it?:
- How to maintain it; etc.

**2) Size/scope of project parameters**

- Small -- visitor center
- Medium
- Large -- discovery, research, education, infotainment, events, etc.?
- Food and event service – size of facilities?

**3) Zoning/Preserve Ordinance impacts**

**4) Public Involvement Process**

**5) Public Vote Interest**

▣ **Costs of RFQ (getting estimate from Derek)**

# CC Discussion

## ▣ Additional discussion

- Questions,
- Answers,
- Direction,
- Other, etc.

# **CITY COUNCIL WORK STUDY SESSION**

**MARCH 24, 2015**

Desert Discovery Center

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- 1985 – Florence and Jerry Nelson – Troon North/Estancia Zoning case
- 1986-1999 – Private and COS studies
- ❖ 1990's - Preserve Concept develops and gains support

### Renewed Interest

- 2004 – Private Citizens Committee
- 2005 – COS study by Nichols Tourism Group & Weddle Gilmore Arch.
  - ✓ 2006 – COS Financial Services – Business plan
- 2007 – COS – Preserve Gateway Trailhead Approval (phase 2 – DDC)

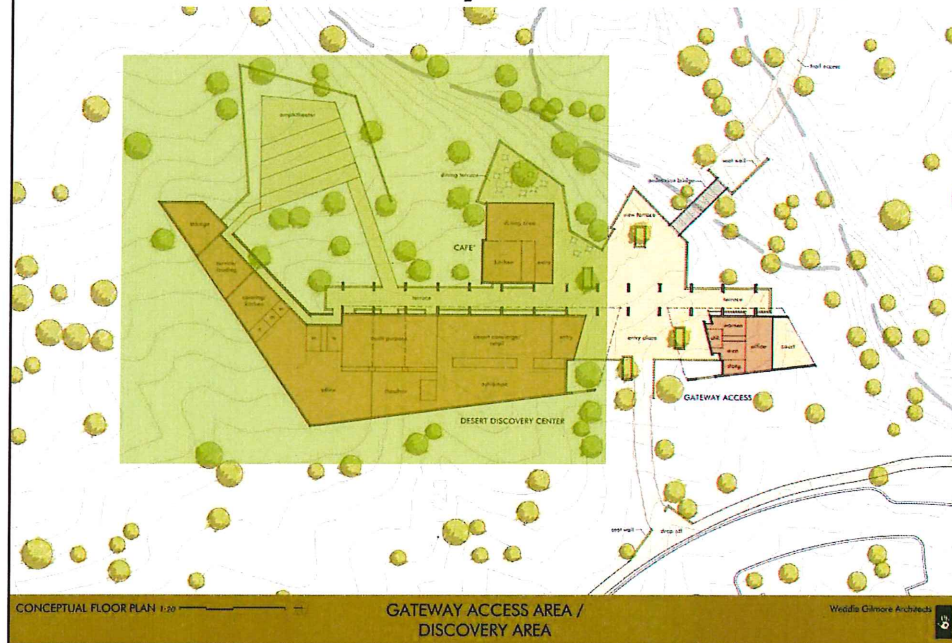
### Detailed Analysis

- 2008 – DDC Phase I Feasibility Study completed
- 2010 – DDC Phase II Feasibility Study accepted by CC
- March 2012 – DDC Phase III Feasibility Committee report to CC
  - ✓ September 2012 – Request for Qualifications (RFQ) for the DDC Concept – no response
  - ✓ May 2013 – DDC Phase III Feasibility Committee – Site Location Analysis

## History - What is the DDC?

- ▣ Range of past concepts/studies
  - Simple visitor center
    - ▣ Limited tourism appeal
  - Large destination education facility
    - ▣ Regional/national/international appeal
  - Recent interest - enhance Research/Education
    - ▣ Appeal to potential Private Financial Donors
- ▣ What should it be?
  - Key input issue for operator/donor

## 2007 Gateway and DDC Plan



## 2010 – Existing Gateway TH with DDC



## DDC Evolving Conceptual Plan

Swack Partners | City of Scottsdale: Desert Discovery Center

DDC Phase III

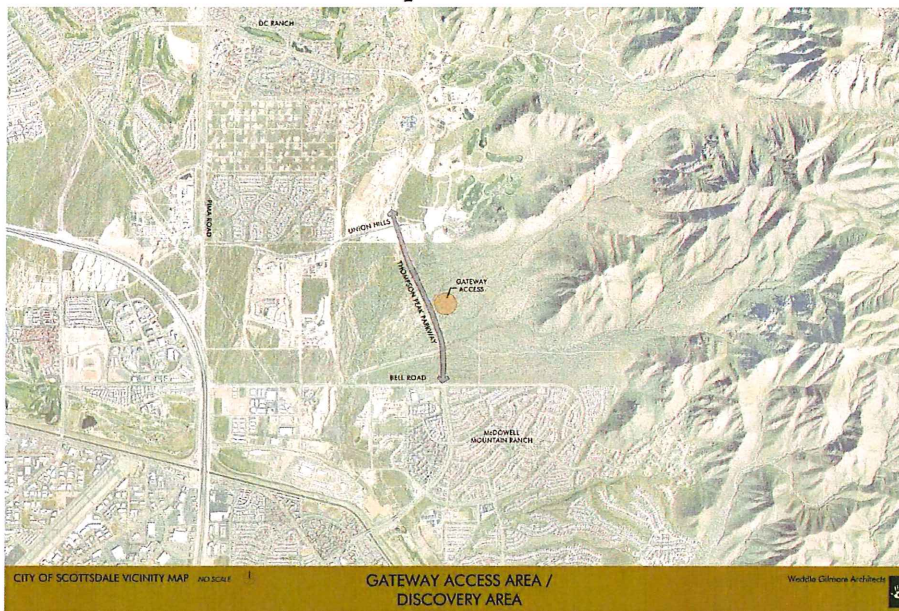
6



## History - DDC Location?

- ▣ Original concept started with Pinnacle Peak
- ▣ Concept evolved in late 1990's to focus on the Gateway Trailhead
  - In or out of Preserve,
  - Possible environmental concern if in Preserve and proposing "intense" uses in conflict with Ordinance
- ▣ Other locations?
  - COS 80 acres in Bell rd. tourism corridor?
  - Downtown?
- ▣ Key input issue for operator/donor

## Gateway Location





## History – Estimated Costs

- ▣ Ranged with variety of concepts:
  - \$3-5M - Early estimates
  - \$15-30M - Estimates from late 1990's to mid 2000's
  - Up to \$74M - Estimate from 2010 – Phase II report
    - ▣ \$62M – Buildings/site, exhibits, design, project management, FF&E and contingency
    - ▣ \$12M – Startup budget, operating reserves/endowment
  - ▣ Most estimates do not include a cost for land

## History - Funding Ideas

- ▣ What portion of capital costs should be public
  - Input from Phase III committee suggested:
    - 2/3 Public funds
    - 1/3 Private funds
- ▣ What funding options have been considered?
  - City excise tax - General fund commitment,
  - New sales tax -requires voter support,
  - New bond funding - GO or MPC,
    - Repayment options may require vote,
  - Existing Bed tax - TDC support and CC approval,
  - Existing Preserve tax (MSPC, TDC and CC - No),
  - Private (donors), etc.
  - Combination of above?

## History – Who Operates and Pays

- ▣ Maintenance
- ▣ Staffing
- ▣ Utilities, etc.
  
- Phase II report projections identify  
    yearly operating deficit from \$1-3M/yr
  - Requires yearly fundraising
  - or General fund commitment?

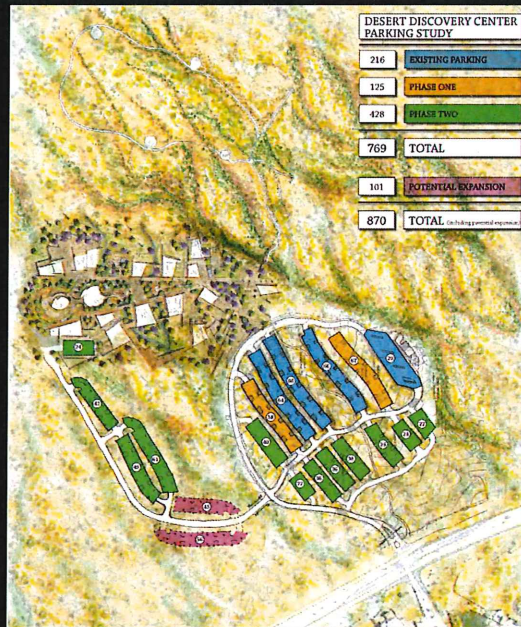
Phase III committee recommended all daily operations should be through a Private Non-Profit Operator

- Public funds only for major maintenance replacement
- Private funds for all daily operations, staffing and maintenance

## History - Zoning/Land Use

- ▣ Approval process - dependent on location and what uses are actually proposed
  
- ▣ Gateway TH – 9/18/2007 CC approval:
  - ▣ Municipal Use Master Site Plan (10-UP-2006):
    - Gateway Trailhead (phase I) – completed
    - Site Plan included a DDC concept – (15, 000-20,000sf) – not built
    - Development is required to conform to site plan
      - Any significant change shall be subject to Planning Commission and City Council Public Hearings
  
- ▣ Other locations - would depend on where and what is proposed:
  - Likely need a Municipal Use Master Site Plan Approval

## 2007 - Gateway Trailhead Approval



## DDC Conceptual Parking Plan

Swaback Partners | City of Scottsdale: Desert Discovery Center

DDC Phase III

14

## **History - Preserve Ordinance**

- ▣ If DDC is to be in Preserve
  - Could conflict with Preserve Ordinance
    - ▣ Dependent on details
    - ▣ Activity/lease/commitment of land
  - Amend Preserve Ordinance?
    - ▣ Option to create exception or bubble within the ordinance
      - Alcohol – No consumption of liquor (Beer by permit)
      - Food and merchandise – No sale of food, beverage or merchandise
      - Hours of operation – Open from sunrise to sunset
      - Event operations – Permits required for special events
      - Other?
  - Option to remove DDC site from Preserve designation?
    - ▣ Charter would require public vote for 6 plus acres

## **History - Public Funds/Process**

- ▣ Design and Construction
  - Project using tax dollars and on City land will require
    - ▣ Public procurement process
- ▣ Contract for management functions, responsibilities, operating costs, etc.
- ▣ Profit vs. Non-Profit – fundraising required

## CC Direction - Overview

- ▣ Staff seeking CC direction
  - DDC - yes or no to proceed
    - ▣ Yes - what are next expected steps:
      - Location
      - Public funding
        - Capital improvements
        - Maintenance and operations costs
      - Issue new Request For Qualifications (RFQ)
      - Other input

## CC Direction - Proceed?

- ▣ DDC Yes or no?
  - No - no further action required DDC concept(s) will not be pursued.
  - Yes - need direction on the following:



## CC Direction - Location

### ▣ Location

#### 1 - Gateway Trailhead

##### ➤ In Preserve

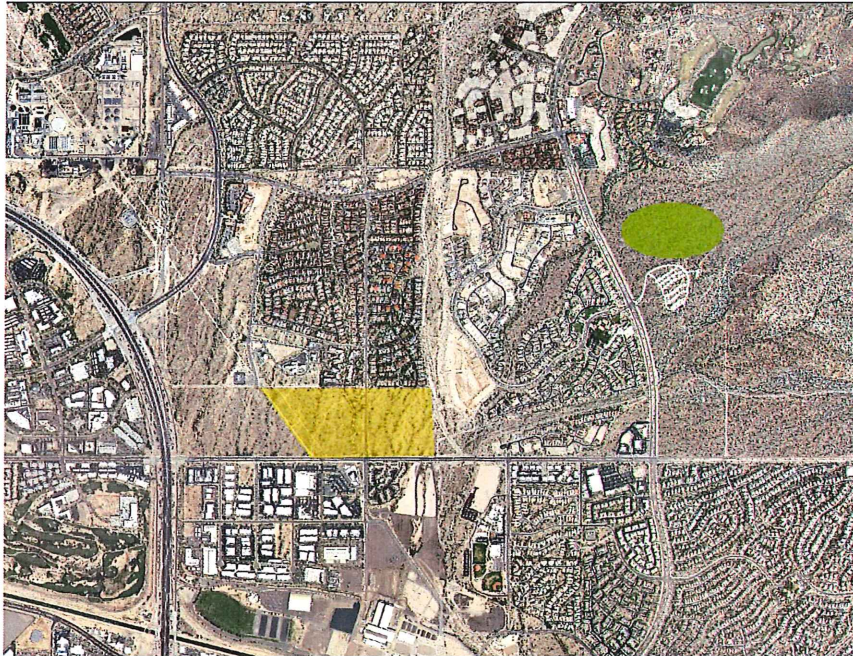
#### 1.a. - Gateway Trailhead

##### ➤ Remove land from Preserve

#### 2 - Or alternate locations outside of Preserve

- 80 acres of COS land north of Bell road and 94th Street
- Other ?

## Gateway and 80 acres Location



## **CC Direction - Location**

### **▣ Location**

#### **1 - Gateway Trailhead**

##### **➤ In Preserve**

#### **1.a. - Gateway Trailhead**

##### **➤ Remove land from Preserve**

#### **2 - Or alternate locations outside of Preserve**

- 80 acres of COS land north of Bell road and 94th Street
- Other ?

## **CC Direction – Public Funding**

### **▣ Capital costs (\$3-75M)**

#### **1 - No public funding or;**

#### **2 - Yes to some public funding:**

##### **▣ How much?**

- 25% public
- 50% public
- 75% public
- 100% public
- Other %

## CC Direction – Public Funding

- ▣ Capital Costs (\$3-75M)
  - ▣ From what options for funding source(s)
    1. General fund, (Yes) (No)
    2. New sales tax, (Yes) (No) - Public Vote Required
    3. New bond,
      - Repayment Source
        - A. General Fund (Yes) (No)
        - B. Existing Bed Tax (Yes) (No)
        - C. Property Tax (Yes) (No) - Public Vote Required
    4. Existing bed tax, (Yes) (No)
    5. Existing preserve tax, (Yes) (No)
    6. Other?(what?)

## CC Direction – Public Funding

- ▣ Operational costs (\$1-3M/year)
  - 1 - No public funds or
  - 2 - Yes to public funds for maintenance and operations:
    - A. How much?
      - 1) Only maintenance of major elements(a/c, paving, exterior walls, roof, etc.
      - 2) 50%
      - 3) Full yearly costs?
      - 4) Other %
    - B. Source of Public Funding
      - 1) General Fund or other - long-term maintenance for facilities
      - 2) General Fund or other - daily maintenance and operations



## **CC Direction – New RFQ**

Issue a new Request For Qualifications (RFQ) for interested parties?

- Phased RFQ – with required deadlines/ benchmarks
- 1) Explain their vision for:
  - What it should be;
  - How to Plan it;
  - How to locate it,
  - How to fund it;
  - Design and Phase it?;
  - How to maintain it; etc.
- 2) Size/scope of project parameters
  - Small -- visitor center
  - Medium
  - Large -- discovery, research, education, infotainment, events, etc.?
  - Food and event service – size of facilities?
- 3) Zoning/Preserve Ordinance impacts
- 4) Public Involvement Process
- 5) Public Vote Interest

## **CC Discussion**

- ▣ Additional discussion
  - Questions,
  - Answers,
  - Direction,
  - Other, etc.

## Wyant, Erica

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**From:** WebSiteUser@scottsdaleaz.gov  
**Sent:** Thursday, March 19, 2015 11:14 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1

Meeting Date: 03/24/15  
Item Number: 1

Contact Information (if blank, user did not provide):

Name: Don Prior  
Address: 9402 N. 122nd Place  
C/S/Z: Scottsdale, Az 85259  
Phone:

Comment for 03/24/15 Item 1:

Please support the reissue of the RFQ for the Desert Discovery Center.  
We need to continue the process of developing the Desert Discovery Center

## Wyant, Erica

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**From:** allencs@cox.net  
**Sent:** Thursday, March 19, 2015 11:56 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Item # 1

Meeting Date: 03/24/15  
Item Number: Item # 1

Contact Information (if blank, user did not provide):

Name: Carolyn Allen  
Address: 7499 E. Timberlane Ct.  
C/S/Z: Scottsdale, Az. 85258  
Phone: 480/998-8349

Comment for 03/24/15 Item Item # 1:

The "Desert Discovery" Project in Scottsdale, will be a tremendous opportunity to share the experience of the McDowell Mtns. to EVERYONE, including those perhaps unable to explore physically. It is an exciting addition to the McDowell Mtns. and I whole hearted support the concept.  
Carolyn Allen

## Wyant, Erica

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**From:** lhoward54@cox.net  
**Sent:** Friday, March 20, 2015 9:31 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Lloyd Howad  
Address:  
C/S/Z: Scottsdale, AZ 85259  
Phone:

Comment for 03/24/15 Item DDC:

let's not stop now!

## Wyant, Erica

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**From:** brad@newamsterdamconsulting.com  
**Sent:** Friday, March 20, 2015 3:27 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Brad Snyder  
Address: 11019 N. 73rd Street  
C/S/Z: Scottsdale, Arizona 85260  
Phone: 4809055469

Comment for 03/24/15 Item Desert Discovery Center:

The Desert Discovery Center is the kind of attraction that makes Scottsdale great. As a resident and owner of two Scottsdale-based businesses, I support it.

## Wyant, Erica

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**From:** esrogersaz@gmail.com  
**Sent:** Sunday, March 22, 2015 9:04 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1. Desert Discovery Center

Meeting Date: 03/24/15

Item Number: 1. Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Eileen Rogers

Address: 3213 N. 81st Place

C/S/Z: Scottsdale, AZ 85251

Phone: 480-994-5319

Comment for 03/24/15 Item 1. Desert Discovery Center:

It's time to move this project forward for our community and citizens!

Please reissue the RFQ for an Operator to work to finish planning and build the DDC, and initiate an amendment to the approved site plan that now includes the DDC.

This will be another innovative and amazing Scottsdale gem that our citizens and visitors will enjoy for years to come.

## Wyant, Erica

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**From:** jcarnie@gmail.com  
**Sent:** Sunday, March 22, 2015 12:56 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item #1 - Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: #1 - Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Jennifer Carnie  
Address: 8626 E. Roma Ave  
C/S/Z: Scottsdale, AZ 85251  
Phone: 4806758964

Comment for 03/24/15 Item #1 - Desert Discovery Center:

This should move forward. After 30 years of research and talk, this would be a welcome addition to Scottsdale.



## Wyant, Erica

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**From:** dgruber@alum.mit.edu  
**Sent:** Monday, March 23, 2015 11:11 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1. Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: 1. Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Daniel Gruber  
Address: 7420 N 58th Place  
C/S/Z: Paradise Valley, AZ 85253  
Phone:

Comment for 03/24/15 Item 1. Desert Discovery Center:

To Mayor Lane and members of the Scottsdale City Council:

I am a board member of the Desert Discovery Center Advocates group and an active steward with the McDowell Sonoran Conservancy. I strongly support moving forward with a process that finally will determine whether a Desert Discovery Center should be built.

The last serious study of the DDC was completed 5 years ago. The world has changed since then, the concept for a DDC has evolved, and ASU has committed to being involved in research and education at a world-class DDC. I urge you to do two things that will allow the citizens of Scottsdale to decide whether to create a DDC worthy of the City's vision and stature.

First, please ratify the location decision that has been made repeatedly for the last 15 years. If the DDC is built, it will be built at the Gateway. The land was acquired at great expense for the DDC and it's the best location for the DDC to be financially self-sustaining. Neither the City nor private advocates should waste any more time studying alternative locations. This has been done multiple times and the answer always is the same: Gateway. Enough.

Second, please initiate a phased process involving a public/private partnership to review and possibly revise the planning, programming, financial feasibility, capital and operating costs, etc of a DDC, and eventually to select an operator if the project is financially viable and supported. By doing this in phases, the Council will have an opportunity to review deliverables at each step and decide whether to proceed. Also, by requiring matching private sector funds you can gauge community support. (Please note that DDCA already has raised more than \$200,000 privately to support its work to date.) Once started, this process should result within a reasonable time either in groundbreaking for a financially feasible, world-class DDC or abandonment of the idea. This is the most-studied unbuilt project in the history of Scottsdale. Once more, enough.

I believe that a DDC would be an enormous benefit to and attraction for both residents and visitors. It would be the capstone to the billion-dollar investment in the Preserve. It would differentiate Scottsdale from every other city in the world. And it is in keeping with Scottsdale's historical vision and creativity. The DDC and the Preserve together would be a legacy for the ages.

Sincerely,  
Dan Gruber

## Wyant, Erica

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**From:** john.flicker@prescott.edu  
**Sent:** Monday, March 23, 2015 11:23 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: John Flicker  
Address: 220 Grove Ave  
C/S/Z: Prescott, AZ 86301  
Phone: 928-350-4100

Comment for 03/24/15 Item Desert Discovery Center:

The proposed Desert Discovery Center has enormous potential to become a major asset to the Valley to educate and inspire a broad audience to appreciate the Sonoran Desert. I strongly support this action to continue developing plans for the DDC and urge the Council approve the proposal.

John Flicker  
President, Prescott College

## Wyant, Erica

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**From:** bilhec@aol.com  
**Sent:** Monday, March 23, 2015 11:40 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1 Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: 1 Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Bill Heckman  
Address: 8129 E. Aster  
C/S/Z: Scottsdale, AZ 85260  
Phone:

Comment for 03/24/15 Item 1 Desert Discovery Center:

We have invested much community wealth into preserving our Mountains and now it is time to fund the DDC.

1. It will allow an experience of the Preserve for those not able to hike into it.
2. It will enhance our tourism appeal and tax coffers.
3. Showcasing our beautiful sonoran desert will benefit all of Scottsdale and Arizona.
4. The DDC can be home to a world class performance venue to bring sound to the visual joy of our mountains.

## Wyant, Erica

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**From:** janieellis@cox.net  
**Sent:** Monday, March 23, 2015 1:06 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Janie Ellis  
Address: 6105 N Cattle Track Rd  
C/S/Z: Scottsdale, AZ 85250  
Phone:

Comment for 03/24/15 Item Desert Discovery Center:

I think the DDC can play a huge roll in Scottsdale's and Arizona's future.  
Please support it and let it help educate all comers about our prize possession, THE DESERT.

## Wyant, Erica

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**From:** Jagger, Carolyn  
**Sent:** Monday, March 23, 2015 3:18 PM  
**To:** Wyant, Erica  
**Subject:** FW: Desert Discovery Center

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**From:** McKee, Kevin  
**Sent:** Monday, March 23, 2015 3:17 PM  
**To:** 'John@xclusiveenterprises.com'  
**Cc:** City Council; Smetana, Rachel; Behring, Fritz; Jagger, Carolyn  
**Subject:** RE: Desert Discovery Center

Dear Chairman Holdsworth,

Mayor Lane and some members of Council asked that I thank you for your email and share your input with Scottsdale's Preserve Director. They appreciate your thoughts and feedback on this topic.

Regards,

**Kevin McKee**

Assistant to Mayor & Council  
City of Scottsdale  
480-312-7977  
[kemckee@scottsdaleaz.gov](mailto:kemckee@scottsdaleaz.gov)

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**From:** John Holdsworth [<mailto:John@xclusiveenterprises.com>]  
**Sent:** Sunday, March 22, 2015 7:00 PM  
**To:** Lane, Jim  
**Cc:** Jagger, Carolyn  
**Subject:** Desert Discovery Center

Mayor and Members of Council....this Tuesday you will enter in to a work study session to once again consider forward progress for the DDC.....many of us, you included, have watched and waited for ideas to formulate, consensus to be built etc. etc.....I believe we have spent too much time wondering where it should be located, what it should look like , how big the building should be, how much it will cost and all the other items that have been raised along the way.....now is the time for action .....while many things still need to be addressed to make this initiative a reality for our community and our visitors, I also believe we have the opportunity, with the right balance of public and private sector funding, to create, in addition, a world class educational and research facility that will gain global notoriety and bring scholars from around the globe to develop ongoing ecological advancements and environmental sustainability, together with respect for the sensitivity it requires to share our glorious Sonoran Desert.....please be part of a legacy for ours and the generations to come.....

Respectfully

**John**

John H Holdsworth



## ***Chairman Torism Advisory Task Force***

***and***

Chairman

**Xclusive Enterprises**

7944 E Beck Lane Suite 200

Scottsdale, Arizona USA 85260

Tel. +1 480 368 4301

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[John@XclusiveEnterprises.com](mailto:John@XclusiveEnterprises.com)



[www.XclusiveEnterprises.com](http://www.XclusiveEnterprises.com)

[www.tlxinc.com](http://www.tlxinc.com)

## Wyant, Erica

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**From:** sbookspan@c42.com  
**Sent:** Monday, March 23, 2015 9:01 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1.

Meeting Date: 03/24/15  
Item Number: 1.

Contact Information (if blank, user did not provide):

Name: SUSAN BOOKSPAN  
Address: 5760 N. Echo Canyon Circle  
C/S/Z: Phoenix, Arizona 85018  
Phone: 6023323444

Comment for 03/24/15 Item 1.:

Mayor, Vice Mayor and Council,

Please support the Desert Discovery Center(DDC) in Scottsdale. It will be an amazing amenity for residents, for visitors and for anyone looking for a valuable outdoor experience. Scottsdale is know for innovation and being a leader in many areas. The DDC is an innovative project that will put Scottsdale on the map for educational experiences with the outdoors and the desert southwest.

The DDC will be an outstanding project that will make Scottsdale a leader in unique, outdoor, desert education. It will be an outstanding destination and an educational facility.

Please consider supporting the DDC.

Susan Bookspan

## Wyant, Erica

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**From:** lagardelynn@gmail.com  
**Sent:** Tuesday, March 24, 2015 9:08 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1

Meeting Date: 03/24/15  
Item Number: 1

Contact Information (if blank, user did not provide):

Name: Lynne Lagarde  
Address: 6190 N. 28th Place  
C/S/Z: Phoenix, LA 85016  
Phone:

Comment for 03/24/15 Item 1:

The Preserve is Scottsdale's one-of-a-kind gift to the world, an unmatched contribution to urban preservation and a celebration of the Sonoran desert. Scottsdale now has the opportunity to share that gift even more widely by opening the Desert Discovery Center at the Gateway, the front door of the Preserve, and welcoming everyone who comes to look up at the magnificent mountains, walk out into the splendid desert, enjoy them, learn from them and be inspired to cherish and protect them.

We are asking you to continue the long Scottsdale tradition of making difficult but great things happen!

Lynne Lagarde

## Wyant, Erica

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**From:** katielincoln@lincolninst.edu  
**Sent:** Tuesday, March 24, 2015 10:33 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Kathryn Lincoln  
Address: 11010 North Tatum Blvd, Suite D 101  
C/S/Z: Phoenix, AZ 85028  
Phone:

Comment for 03/24/15 Item Desert Discovery Center:

I strongly urge the Council to approve this wonderful project. It will be a great educational resource as well as an economic driver for our community.

## Wyant, Erica

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**From:** enlarson1@cox.net  
**Sent:** Tuesday, March 24, 2015 10:35 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Eric & Nancy Larson  
Address: 8420 E. Quarterhorse Trail  
C/S/Z: Scottsdale, AZ 85258  
Phone: 6024991346

Comment for 03/24/15 Item DDC:

We believe it is time to move this project closer to reality. It will be a great value for our citizens and one more destination type attraction to help support tourism. Please support the DDC this evening.



## Wyant, Erica

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**From:** mdunn@dunntransportation.com  
**Sent:** Tuesday, March 24, 2015 10:39 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Margaret Dunn  
Address: 9617 North 83rd Way  
C/S/Z: Scottsdale, AZ 85258  
Phone:

Comment for 03/24/15 Item DDC:

I am a proud resident of Scottsdale for over 20 years, about the length of time the DDC has been envisioned. It's time for us to make this vision a reality. I encourage the Mayor and City Council to support the DDC. Residents and visitors alike will reap the benefits in a educational, interesting, unique and world class desert experience. Thank you for the opportunity to send my thoughts. Margaret

## Wyant, Erica

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**From:** marshall.trimble@scottsdalecc.edu  
**Sent:** Tuesday, March 24, 2015 10:53 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Marshall Trimble  
Address: 8119 E Redwing Rd  
C/S/Z: Scottsdale, AZ 85250-5650  
Phone: 4802194110

Comment for 03/24/15 Item DDC:

I urge the council to support DDC. This will add another crown jewel to our community.

## Wyant, Erica

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**From:** cassidy@parenticomm.com  
**Sent:** Tuesday, March 24, 2015 10:56 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Cassidy Campana  
Address: 7449 E. Edward Avenue  
C/S/Z: Scottsdale, AZ 85250  
Phone: 6027706014

Comment for 03/24/15 Item Desert Discovery Center:

Looking forward to this long time commitment becoming a reality. This will be a lasting gift to our residents and another great attraction for visitors.

## Wyant, Erica

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**From:** bj@bops1.com  
**Sent:** Tuesday, March 24, 2015 11:42 AM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center Work Study

Meeting Date: 03/24/15

Item Number: Desert Discovery Center Work Study

Contact Information (if blank, user did not provide):

Name: BJ Heggli

Address: 8426 E Orange Blossom Ln

C/S/Z: Scottsdale, AZ 85250

Phone:

Comment for 03/24/15 Item Desert Discovery Center Work Study :

Mayor, Council Members,

I was the Chair for DDC Phase II Committee and we made great progress in defining what DDC could be for COS and its citizens. I believe DDC will be great for COS and it is time to take the next steps towards making it reality. I am confident that you will give it thorough review and due diligence and find a way to move this forward.

Regards,

BJ Heggli

## Wyant, Erica

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**From:** williamsda@chartermi.net  
**Sent:** Tuesday, March 24, 2015 2:00 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Only Item on the Agenda

Meeting Date: 03/24/15

Item Number: Only Item on the Agenda

Contact Information (if blank, user did not provide):

Name: David Williams

Address: 18650 N Thompson Peak Parkway, Apt 2063

C/S/Z: Scottsdale, MI 85255

Phone:

Comment for 03/24/15 Item Only Item on the Agenda:

I am opposed to any development on Preserve land including the proposed Desert Discovery Center. Preserve the Preserve by keeping it pure with minimal traffic and human incursion. There's plenty to discover WITHOUT A Discovery Center.

## Wyant, Erica

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**From:** Larry@valuepro.netbox.com  
**Sent:** Tuesday, March 24, 2015 2:12 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Larry Levy  
Address: 10380 E. Shangri-La Road  
C/S/Z: Scottsdale, AZ 85260  
Phone:

Comment for 03/24/15 Item DDC:

As an early member of the MSC, hike leader, trail builder, and local historian, I oppose any further use of Preserve lands for such a concentrated activity as would be involved in the DDC - perhaps some other location.

Thank you for your consideration.

Larry S. Levy  
Master Stewart, MSC

## Wyant, Erica

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**From:** jcottr40@hotmail.com  
**Sent:** Tuesday, March 24, 2015 2:17 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Joy Cottrill  
Address: 7040 N 14th Pl  
C/S/Z: Phoenix, AZ 85020  
Phone:

Comment for 03/24/15 Item DDC:

The Conservancy's mission is to champion the sustainability of the McDowell Sonoran Preserve for the benefit of this and future generations. As stewards of the Preserve, we connect the community to the Preserve through education, research, advocacy, partnerships and safe, respectful access. The McDowell Sonoran Conservancy believes that the City of Scottsdale, its businesses, its residents and its visitors could benefit from a desert discovery center located in, or near, its McDowell Sonoran Preserve. MSC recognizes that a center consistent with the purpose of the Preserve may be in line with the mission of MSC. MSC looks forward to engaging with all interested parties, the City of Scottsdale, educational institutions, the tourism community, and community support groups to consider a center that encourages life long learning and an appreciation of the Preserve's value for this and future generations.



## Wyant, Erica

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**From:** amicamo@gmail.com  
**Sent:** Tuesday, March 24, 2015 2:39 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Monika Hahues  
Address: 14015 N 94th Street  
C/S/Z: Scottsdale, az 85260  
Phone: 480-584-5370

Comment for 03/24/15 Item Desert Discovery Center:

A 60 acres DDC on preserve land with all the additional parking and ventures for 75M is absolute over kill in my opinion. The citizens of Scottsdale approve the sales tax increases to buy the land for preservation and not for turning it into a "Butterfly Land".

## Wyant, Erica

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**From:** ndallett@cox.net  
**Sent:** Tuesday, March 24, 2015 3:00 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Nancy Dallett  
Address: 6286 East Catalina Drive  
C/S/Z: Scottsdale, AZ 85251  
Phone:

Comment for 03/24/15 Item DDC:

support it please!

## Wyant, Erica

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**From:** scottreid@cox.net  
**Sent:** Tuesday, March 24, 2015 3:07 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Scott Reid  
Address: 16524 N 106th Pl  
C/S/Z: Scottsdale, AZ 85255  
Phone:

Comment for 03/24/15 Item Desert Discovery Center:

Living within a mile of the Center I strongly disagree with the current plan. I would support a smaller footprint as was approved in 2007.

## Wyant, Erica

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**From:** carlynieri@hotmail.com  
**Sent:** Tuesday, March 24, 2015 3:54 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item 1. Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: 1. Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Carly Nieri  
Address: 5109 N. Woodmere Fairway  
C/S/Z: Scottsdale, AZ 85250  
Phone: 602-741-4532

Comment for 03/24/15 Item 1. Desert Discovery Center:

As a Scottsdale resident I am in favor of the proposal for the new Desert Discovery Center. I have been there many times with my family and I think it already offers such a great space to explore. Talk about place-based learning for me and my children. I hope you support the new DDC. I do!

## Wyant, Erica

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**From:** kathyannwalsh5658@msn.com  
**Sent:** Tuesday, March 24, 2015 4:04 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Kathy Ann Walsh  
Address: 10302 E Le Marche Dr  
C/S/Z: Scottsdale, AZ 85255  
Phone:

Comment for 03/24/15 Item DDC:

As a long time resident of Scottsdale and a volunteer who has spent many hours working in the McDowell Sonoran Preserve I ask you to please vote NO on placing this very expensive, unnecessary structure in the Preserve. The best way for people to learn about the Sonoran Desert is to get out there and explore it! Thank you.

## Wyant, Erica

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**From:** jmillavec@cox.net  
**Sent:** Tuesday, March 24, 2015 4:25 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item Desert Discovery Center

Meeting Date: 03/24/15  
Item Number: Desert Discovery Center

Contact Information (if blank, user did not provide):

Name: Joni Millavec  
Address: 10822 E. Salt Bush Dr  
C/S/Z: Scottsdale, az 85255  
Phone:

Comment for 03/24/15 Item Desert Discovery Center:

I am strongly opposed to building a Desert Discovery Center on Preserve Land. Let's preserve the Preserve, not develop it.

## Wyant, Erica

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**From:** katiecaz2@gmail.com  
**Sent:** Tuesday, March 24, 2015 5:01 PM  
**To:** Agenda Item Comment  
**Subject:** Agenda Item Comment for 03/24/15 - Item DDC

Meeting Date: 03/24/15  
Item Number: DDC

Contact Information (if blank, user did not provide):

Name: Katie Campana  
Address: 5304 N 78th Way  
C/S/Z: Scottsdale, AZ 85250  
Phone:

Comment for 03/24/15 Item DDC:

Scottsdale - and Arizona - is ready for a new interactive resource that offers value to residents and tourists!